



City of Seat Pleasant

Office of Public Engagement

A SMART CITY OF EXCELLENCE

“Seat Pleasant offers Smart City Services that is better, faster and personalized making it a City for Me using information and communication technology, with the internet of things”

Department Name: Public Engagement

Date of Report: Sept. 8th

Reporting Period: July-Sept.

Summarize significant department progress for the reporting period that is indicative of providing services that are better, faster and personalized.

The Public Engagement Department continues to serve the city by finding better strategies to improve engagement, empowerment and educational efforts for the community. Our department has met with:

- **Kevin Durant Day Parade-** The Kevin Durant Day Parade was an event that celebrated the athletic and philanthropic work of NBA MVP Kevin Durant. The City had 1 month and 2 weeks to plan this event that was planned to be on August 17th from 10-11am. The Parade incorporated the Mayor and City Council, County Council representatives, Kevin Durant and his family and various youth group organizations. This event was broadcast via various television and radio outlets and was advertised nationally. A brief awards ceremony was also provided for Kevin Durant congratulating him for his NBA Championship win and countless contributions to his community. Kevin Durant and his family gave feedback saying they were pleased and satisfied with what the City provided for them.
- **IBM Meetings-** Multiple meetings have been conducted with IBM Project Managers and City staff regarding the development and completion of the IOC and the inclusion of the City app and other interfacing connectivity. Training for IOC usage has been conducted as well as the PowerPoint development for the Conference with Prince Georges Community College.
- **Mistaken Identity Meeting-** The Mistaken Identity non-profit organization has officially with the City regarding assistance for the implementation of various initiatives and events. They will be assisting the City with Trunk or Treat and assisting with creating and implementing a Job Fair for individuals who may have been incarcerated reentering the workforce.
- **QueensBee Leadership Academy Meeting-** This non-profit is submitting the specified requirements needed to officially partner with the City in order to implementation of an after school female youth leadership academy. Females from grades 5-9 will be mentored and guided through Mental, Physical

and Social Training that will provide them skills that can aide them with being successful in life with information that is not taught in school.

- **Trunk or Treat Meeting-**Officer Lee of the Seat Pleasant Police Department shared his ideas and vision for the City's annual Trunk or Treat event for the month of October. He is the officer leading the development of Trunk or Treat this year.
- **Veterans Day Meeting-**Public Engagement met with an active female military representative regarding the development and implementation of this year's Veterans Day event. She suggested various ideas that would assist with the success of the participation and engagement of Veterans within the Seat Pleasant area. She is using her resources to assist with bringing out Exhibitors that can assist Veterans with beneficial assistance related to their personal needs.
- **NLC Meeting-** The Mayor conducted a meeting related to the coordination of what the City's role will be at the NLC Conference. He tasks various City staff members with the various responsibilities regarding the accomplishment of providing Smart City information to the Nation's Municipal representatives.
- **Street Renaming Ceremony-** Bishop James Flowers was celebrated for his religious and philanthropic contribution to the City's residents by having a street where his church resides renamed after him.
- **Planet Fitness Grand Opening-** The new Planet Fitness in Seat Pleasant provided a Grand Opening Ceremony celebrating the opening of the new business stationed at the Addison Plaza shopping center.
- **See Click Fix Video Conference Meeting-**The City found and initiated a partnership with a new app developer called **SeeClickFix**. They assisted the City by working diligently working for 3 weeks straight to develop a working app that assists with providing better, faster and personalized to the City's residents. City staff members are continuously learning how to maneuver the new app's features
- **Generals Future Back2School Event-**The City and the Generals Future non-profit provided the City residents with school supplies for the new school year. The Back 2 School event also provided residents an opportunity to engage with each other and enjoy food, entertainment, face painting and exhibitors
- **PGCC Meeting-**This meeting was conducted to discuss details regarding the partnership between Prince Georges Community College and the City of Seat Pleasant and the implementation of a conference regarding Smart City Solutions
- **Summer Youth Employment Program-** The City hosted Summer Youth Employees that were given various tasks and assignments given by City staff members. They were given assignments that increased their creativity, organization, time-management and writing and grammar attributes.

Analyze department improvements that are needed and/or achieved based on the Smart City model.

The improvements that need to be made and/or achieved from the Public Engagement department are the better, faster and more personalized services provided by the staff. As the departments duties and responsibilities increase the responsibility of a Marketing and Communications Specialist are needed to ensure that the increased coverage of branding and advertisement are successful. Volunteers and Interns have assisted the Public Engagement department to assist with specific responsibilities and duties, but with their level of expertise being at the level required and additional City Staff member would provide the better, faster and personalized services that are required during the regular work day.

Indicate problems identified, barriers encountered and solutions reached.

Identify goals for the next reporting period.

Examples of Goals

Goal _____% reduction in household consumable waste (based on statistics from refuse contractor)

Goal _____% increase in attendance (based on statistics from refuse contractor)

Goal _____% increase in green initiatives (e.g., number of shredding events, trees planted, electric cars purchased/used, number of bags/pounds of leaves mulched, etc.)

Goal _____% increase in educational/promotional/marketing events for residents re green initiatives (e.g., newsletter articles re-composting trainings, recycling, etc.)

Supporting Documentation: Source: Office of the City Treasurer

Total Revenue

FY2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017Actual (Current Year)

Total Expenditures

FY 2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017 Actual (Current Year)

Attachments: Photos, Newsletter articles, City of Seat Pleasant Green Team, etc.